

Torrance Herald

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THE HERALD'S PLATFORM FOR TORRANCE

- 1-Ornamental Lighting System. 2-Interchange of Freight Between P. E. and Santa Fe. 3-Western Avenue Bus Line. 4-Hollywood-Palos Verdes Parkway. 5-New School North of Carson St. 6-Aviation Field. 7-Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8-Adoption and carrying out of a well-conceived city plan to guide the growth and development of Torrance. 9-The conduct of All Local Affairs in a spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

TAX RATES—MUNICIPAL HEALTH INDICATORS ONE of the greatest assets that any city, and particularly a growing city, may have is a decreasing as opposed to an increasing tax rate. The decreasing tax rate, with municipal functions manifestly well cared for, indicates a healthful condition. It demonstrates that the city's industrial and commercial growth and municipal expansion are on the up-grade. Its physical assets are increasing more rapidly than its functional needs—and the taxpayer reaps the benefit. Tax rates move in ratio with assessed valuation. They are indicators of a city's wealth as applied to its expenditures. With increased valuation, the tax rate lowers to yield the same revenue. Expenditures, and consequently revenue, must increase also with the city's growth. If, with all necessary increase in revenue provided, the ratios between assessed valuation and taxes still is manifestly reverse, a healthful condition is indicated as surely as by a physician's stethoscope on the chest of a strong-hearted subject. The city which, with an efficient standard of government, maintains its increasing expenditures ever on a plane below its likewise increasing valuation, is wise and fortunate—and doubly fortunate are the taxpaying citizens thereof. Triply fortunate are the citizens and taxpayers of the city which, without impairing the efficiency of its government, widens the gap between its physical wealth and its governmental expenditures. The healthy reverse ratio gathers momentum from year to year in the normal, lusty, industrial city. Each new reduction of the tax rate increases still further the fertility of already fertile ground for industrial and commercial investment. The thinking industrial and business man places his investments where each \$100 thereof will suffer the least encroachment of municipal taxes. Other things being equal, investment and expansion will still further reduce the tax rate. Torrance's assessed valuation for the fiscal year 1927-1928 has increased \$4,058,220 over the assessed valuation for 1928-1927. This in the face of a healthy reduction of the assessment in the old city, which, assessed this year at \$9,458,360, is now placed on a normal, stable plane, with any suggestion of "boom" influence eliminated. Inflated values are treacherous things, and the city neither needs nor wants them. Assessment of the Northwest Torrance annexation at \$3,030,945 is an increase of approximately 100 per cent over the last fiscal year, an impressive example of actual increase of wealth. The Meadow Park annexation, assessed as Torrance territory this year for the first time, comes in at \$3,791,990, making the total municipal valuation for 1927-1928 \$16,281,295, as against \$12,223,075 in 1926-1927—an increase justly reflected in a reverse movement of the tax rate.

Touring California

Travel Notes of Interest and Western Highway Information Furnished by the National Automobile Club

Here's a Hotsy-Totsy Trip

A trip over the National Old Trails is hardly complete without a side trip to the San Francisco Peaks, located 18 1/2 miles from Flagstaff, Arizona over the San Francisco Mountain Scenic Boulevard. Twenty-eight years ago Col. John W. Weatherford of Flagstaff first climbed these exalted heights and conceived a road leading thereto. Today motorists may see a dream that has come true. Rising abruptly from the Colorado plateau to an elevation of 13,000 feet, these mountains are among the most conspicuous on the continent, and have heretofore been considered as difficult of access. Safety was the constant aim in building the San Francisco Mountain Scenic Boulevard and it has a ruling grade of eight percent and a maximum of twelve percent for very short distances. The minimum width is twenty feet and some of the turns are fifty and the surface is sandstone with decomposed granite, cinder and caliche which offers splendid going. The road in its entirety lies within the Coconino National Forest. This forest, together with the adjoining Federal pine preserves, constitutes the greatest unbroken area of standing pine timber in America, covering thousands of square miles. The view from the San Francisco peaks embraces 75,000 square miles, including portions of Arizona, California, Utah, Nevada, Colorado, New Mexico, and even Old Mexico on clear days. As the sun comes up over the Oraibi villages, eighty or ninety miles away, one looks across the Painted Desert with its entrancing mirages and myriad rainbow colors. To the northwest looms the Grand Canyon which may be traced for 100 to 150 miles and only may see 1500 to 2000 feet into the mighty chasm. Two hundred extinct craters of this volcanic territory are spread before one's eyes, and over to the southwest, near Winslow, resembling a huge bowl, is Meteor Crater. This foreign body made a hole that is 600 feet deep and nearly three miles around. There has been found on the shattered surface more meteors and efforts are being made to recover the main visitor from the desert, believed to be fabulously valuable for its nickel and platinum. Around the upper edge of the boulevard is San Francisco Mountain Crater, one of the largest of dead infernos, three miles long and a mile wide, with corresponding depth.

New Mexico Affords Fine Outing

Santa Fe, New Mexico, and the surrounding country form one of the most highly interesting and picturesque sections of the United States from a standpoint of historical and romantic background. This part of the country was settled late in the history of the United States and is still unexplored by the average motorist.

The National Automobile Club has outlined a trip over the National Old Trails Highway into this interesting sector of New Mexico for a summer outing. Routing from either San Francisco or Los Angeles, the trip is so planned that the motorist may complete the rate of speed made and the number and length of stops included in the journey.

From San Francisco via the inland route south, it is possible to turn off at Bakersfield and run to Mojave and then to Barstow and on to the National Old Trails Highway. From Los Angeles, go first to San Bernardino and from there to Barstow.

Barstow left behind, the trail leads through the southern backlands of California. Along the way are Daggett, Minneola, Hector, Lavico, Siberia, Bagdad, Ambovy, Danby, Plate, Goffs, Homer and Banock—interesting little towns or settlements with intriguing names. Next comes Needles, close to the Arizona-California state line formed by the Colorado River.

Leaving Needles, the route is through Arizona and passes along the way through Outman, Kingman, Peach Springs, Seligman and Ashfork to Williams. At a distance of about a mile from Williams are the Indian Hieroglyphics. Parker's Cave, Elephant Park and the Old Crater are other interesting points in this vicinity. From Williams it is but a short distance to Flagstaff.

San Francisco Peaks lie to the west of the road at Flagstaff. Ice caves, lava beds and basins are to be seen. The road leads north to the Grand Canyon of Arizona and to the Painted Desert. To the south a road leads to Jerome and Prescott, to Tono Natural Bridge and to Walnut Canyon which contains interesting ruins of the habitations of prehistoric Cliff-dwellers.

Continuing from Flagstaff through Canyon Diablo and Winslow, the road passes through Manila from where a road leads north to Oraibi and to the Hopi Indian Reservation. At Oraibi, during the last days of August each year, the Hopis dance their Snake Dance which is a prayer for rain.

From Manila, continue to Holbrook and then northeast to Gallup, New Mexico. From Gallup, a road leads north to Shiprock and Mesa National Park where one of the best preserved groups of ruins of the Cliff-dwellers is located. From Gallup on into New Mexico, through Thoreau, Bluewater, Grant and Laguna brings the motorist to Las Lunas. The road to Santa Fe leads out of Las Lunas to Peralta and then north through Albuquerque and Bernalillo.

Santa Fe old town still has many and varied points of interest to the sightseer. The fascinating Plaza, where Onate first set up the banner of Spain, abounds with mystery and atmosphere of old Spanish days. The Palace of Governors, three centuries old, whose ancient walls are in part the remains of an old Indian building antedating the coming of the Conquistadores, is as captivating a relic as can be found. Opposite the old church of San Miguel which was built in 1636 stands an old adobe house for which the claim is made that it is the oldest house in continuous occupation in the United States. It was built in 1693.

From Santa Fe, many interesting trips may be made into the surrounding country. Wagonmound, Las Vegas and Springer, Chama, Taos and Tres Piedras and many other fascinating towns are within short distance. The country thereabouts is chock full of colorful background.

Billy the Kid and the Lincoln County war are closely connected with the little mountain town of Lincoln which is south of Santa Fe near Roswell and may be included in a return routing. Still further south, 26 miles from Carlsbad is Carlsbad Cavern.

Carlsbad Cavern is a sight to bewilder the sightseer. And no wonder, for this spectacular cavern is one of the greatest underground marvels in America.

The return trip may be made over the Old Spanish Trail which is reached from Santa Fe south to Deming and atmosphere of old Spanish days. The Palace of Governors, three centuries old, whose ancient walls are in part the remains of an old Indian building antedating the coming of the Conquistadores, is as captivating a relic as can be found. Opposite the old church of San Miguel which was built in 1636 stands an old adobe house for which the claim is made that it is the oldest house in continuous occupation in the United States. It was built in 1693.

Game Birds of New Species Introduced

Motorists, touring California, notice many sections of the country where adices are posted to the effect that pheasants have been planted and that no shooting is allowed in the district. Investigation of these areas will be rewarded by a worthwhile sight.

Flashy wings and riotous colors will soon be a common sight in those parts of California which have been chosen as the homes of the Chinese ring-neck pheasants which, as one of the finest game birds in the world, steps into the picture as a permanent inhabitant of the state. The California Fish and Game Commissions have planted these birds at many locations throughout the state this year. Areas carefully chosen by experts in bird farming have been posted, the owners of the land agreeing to protect the pheasants for a period of years. In every section where the birds have been planted, they have proven popular with the land-owners, it is said. Besides being beautiful in appearance, the pheasant is a destroyer of insects and hardy in its habits.

The liberation of the young ring-neck birds is described as an inspiring sight. The pheasants are taken to the point of planting in crates hauled on trucks. They are charged by experts from the game farm and are met, through advance arrangement, by deputies of the commission and by sportsmen's organizations.

After the crates have been taken from the trucks and placed in the "cover" that is to shelter the birds thus adopted by a new country, the lids of the crates are lifted, and with a whirl the birds rush out. Straight up like a rocket for several feet, then in a long sweeping flight, the young pheasants make a bee line for wooded country. After having oriented themselves, the birds come back to the places of liberation and maintain their homes. In a few months, the hen makes a nest and lays eggs. The cock pheasant guards the nest while the hen is absent searching for food or water.

Pheasants will attack cats, gophers, squirrels, hawks and owls or any other birds of prey which threaten their young ones. A full grown pheasant weighs over three pounds and with their sharp beaks and spurs are said to make a very formidable antagonist.

There is at present no open season on pheasants in California, and it will be some years before the birds have been developed to a point where they will make game for the hunter, but when the season is opened, it is expected that the state will be well stocked. Due to its peculiar method of flight and its speed, the pheasant is a splendid game bird—hard to hunt and hard to bring down with a shot gun. The grown birds are excellent eating, and within a few years should furnish plenty of real sport for hunters who devote their shooting to upland birds.

Fishing Is Good at Big Bear

Bass fishing is now excellent at Big Bear Lake and trout fishing is very fair. The lake has been restocked with crappie and blue gill. The best bait is salmon eggs and worms, and best fly—Red Ibis, Royal Coach and Professor. General fishing conditions in the districts near Big Pine, California are now very good in both streams and lakes. The best streams are Tinnemaha and Big Pine Creek and all of the Big Pine Lakes and Birch Lake are excellent. They are reached by automobile road for eleven miles, thence by saddle horses. Best bait—worms, grubs and grasshoppers. Best fly—Blue Bottle, Mosquito, Dusty Miller, Royal Coach and Golden Spinner. The best fishing of the season is now being enjoyed at June, Gull and Parker Lakes and Rush Creek. The water is now clear and high. The days are bracing and clear and blankets are necessary at nights. Best bait—spinner, salmon eggs and worms. Sage hen season opened August first and many reservations were made for combination hunting and fishing trips. Fishing has been splendid during August.

Waterman Canyon Road in Good Shape

The Waterman Canyon road from San Bernardino to Lake Arrowhead is now in splendid condition. Pavement is laid for the first seven miles, then a good mountain road, well oiled so as to eliminate the dust menace, up grade to the Crestline, then down to the lake via either Strawberry and Blue Jay Canyons or the Burnt Mill Canyon. While Lake Arrowhead is always unexcelled for its beauty, it is particularly appealing at this time. Its waters are of turquoise hue set in a forest of green and the Arrowhead Woods are fragrant with wild flowers.

County to Shine at Eastern Fairs

Los Angeles county is going to shine this fall at nine midwestern and eastern state fairs and the Canadian National Exposition. According to Southern California Business, the official magazine of the Los Angeles Chamber of Commerce, the story of Los Angeles county between August 12 and October 23 will become one of the best known at these several expositions. The results of showing Los Angeles county products last year at state fairs, the Sesqui-centennial and the Toronto National Exposition, were so far-reaching and productive of such good results that this year similar displays will be made, except that they will be even more elaborate, and comprehensive than they were last year. The list of fairs in the order of their dates follows:

- Aurora, Illinois, August 12 to 19; Springfield, Illinois, August 20 to 24; Des Moines, Iowa, August 24 to September 6; Toronto, Canada, August 27 to September 10; Indianapolis, Indiana, September 3 to 10; Lincoln, Nebraska, September 4 to 9; Topeka, Kansas, September 12 to 17; Louisville, Kentucky, September 12 to 17; Oklahoma City, Oklahoma, September 24 to October 1; Dallas, Texas, October 8 to 23.

Each of these exhibits will be in charge of representatives of the Los Angeles Chamber of Commerce who know Los Angeles County thoroughly and will be able to come in direct contact with exposition visitors.

It is expected that at least 4,500,000 people will visit these fairs. This will give Los Angeles county representatives an opportunity to contact approximately 2,000,000 more than they contacted last year at state fairs and the Canadian exposition.

The displays at the state fairs will be of Spanish style and will contain varied lines of Southern California products. Also there will be beautiful oil paintings showing the beauty spots of this particular section. In addition at each exhibit there will be two automatic picture machines portraying manufacturing products and places of special interest. The display at Toronto will be entirely of oranges and it is expected that it will make a strong appeal to Canadian people.



Vacation Fares

Table with 2 columns: Destination and Fare. Includes San Francisco, Del Monte, Santa Cruz, Yosemite, Lake Tahoe, Santa Barbara, Lone Pine, Portland, Seattle, Vancouver, B. C.

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C. H. Mueller Agent P. E. Depot Torrance, Ph. 20 A real plan service. Consolidated Lumber Co.—Adv.

Speaker Will Fly to Make Address Before Kiwanis

Dr. Thomas C. Young, president of the Glendale Kiwanis Club, member of the Kiwanis International Committee on Public Affairs, Regional Director of the California State Chamber of Commerce and chairman of the Chamber's Aeronautical Committee, will pay a flying visit to the Torrance club tomorrow—literally so, for he will arrive by airplane. Dr. Young will address the local club on "Flying—Past, Present and Future." He is intensely interested in aviation, and makes all of his speaking trips by airplane. M. J. Fix, a war aviator, will be program chairman for the meeting which Dr. Young will address.

IN SOCIETY

YOUNG ANNIVERSARY INSPIRES DELIGHTFUL DINNER The 10th wedding anniversary of Mr. and Mrs. Forrest J. Young, was the inspiration for a delightful dinner Saturday at the Young home at 1007 Cota avenue. At bridge which followed honors went to Mrs. Joe Stone; Mrs. James Moore, Mrs. D. G. McDonald, and Dr. A. P. Stevenson, Joe Stone and James Moore. Other guests were Mrs. A. P. Stevenson, Mr. and Mrs. M. J. Fix, Mr. and Mrs. W. H. Stanger, Mr. and Mrs. John Morgan and D. G. McDonald. Miss Margaret Kruse of Los Angeles spent Tuesday with Mr. and Mrs. R. H. Trunnell of Oak street.

Advertisement for Hotel Hayward, 516th and Spring Streets. Features: 'Get the Hayward Habit', New Million Dollar Annex, 580 Comfortable Rooms, \$2.00 per day up without bath, \$2.50 per day up with bath, Personal Service, Popular Priced Coffee Shop and Grill, WE CHECK YOUR CAR AT THE DOOR. H. C. FRYMAN, Proprietor.

Advertisement for The First National Bank of Torrance. Slogan: 'dare to save and have—and you'll dare to do'. Features: THAT PERFECT "SELF CONFIDENCE" INSPIRED IN A GROWING BANK ACCOUNT AT THIS BANK IS THE SILENT FORCE THAT BRINGS YOUR "DARE TO DO IT" TO THE SURFACE AND MAKES IT REALLY USABLE. Slogan: 'dare to do it today at—and you'll find our co-operation fitting in with your "DARE TO DO"'

Advertisement for Chevrolet trucks. Slogan: 'World's Lowest Ton-Mile Cost'. Features: 'for Economical Transportation', 'Tens of thousands of users have learned by actual comparison that Chevrolet provides the lowest ton-mile cost in the history of the commercial car industry! Come to our salesroom and learn for yourself how Chevrolet is designed and built to save you money. Note the advanced, modern engineering—typified by a powerful valve-in-head motor, with three-speed transmission and sturdy single-plate disc-clutch. Mark the rugged, quality construction throughout; heavy channel steel frame—massive banjo-type rear axle—long extra-leaved, heavy steel springs, set parallel to the frame. Go for a trial load demonstration—and see how perfectly Chevrolet meets your own haulage requirements. If you do that, the next truck you buy will be a Chevrolet!'

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